

ORDER



WAVY

Orders
Order / Rev: 217927
Alt Order #: 06868370
Product Desc: 10/27-11/6 US CHAMBER COMMERCE
Estimate: 446
Flight Dates: 10/27/12 - 11/06/12
Original Date / Rev: 10/26/12 / 10/26/12
Order Type: REG

Primary AE: Petry Los Angeles
Sales Office: P-LA
Sales Region: Nat

Agency
Name: Target Enterprises
Buying Contact:
Billing Contact:
 15260 Ventura Boulevard
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/US Chamber of Commerce (I)
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN2587/SP6679/AL2035
Agency External ID: IN4746

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	\$31,100.00	\$26,435.00
10/29/12	11/05/12	74	\$178,500.00	\$151,725.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$31,100.00	\$26,435.00	0.00
November 2012	74	\$178,500.00	\$151,725.00	0.00
Totals	83	\$209,600.00	\$178,160.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Los Angeles			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	45%	\$209,600.00
Market	100%	\$465,777.78

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	30%	\$139,733.33
WTVZ	0%	\$0.00
WVBT	0%	\$0.00
WVEC	25%	\$116,444.44

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/29/12	11/02/12	Today Show M-F	CM	7a-9a	MTWTF--	:30	5	\$3,000.00	P1	0.00	NM	5	\$15,000.00
TODAY SHOW Today Show M-F Start Date: 10/29/12, End Date: 11/04/12, Weekdays: MTWTF-- Spots/Week: 5, Rate: \$3,000.00, Rating: 0.00															
E 2	WAVY	11/05/12	11/05/12		CM	7a-9a	M-----	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Today Show M-F											
				Today Show M-F											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$3,000.00		0.00				
E 3	WAVY	10/29/12	11/02/12	WAVY News @ Sunrise CM		5a-6a	MTWTF--	:30	5	\$2,000.00	P1	0.00	NM	5	\$10,000.00
				WAVY News @ Sunrise											
				NEWS 10 @5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5			\$2,000.00		0.00				
E 4	WAVY	11/05/12	11/05/12	WAVY News @ Sunrise CM		5a-6a	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				WAVY News @ Sunrise											
				NEWS 10 @5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$2,000.00		0.00				
E 5	WAVY	10/29/12	11/02/12	WAVY 6AM News CM		6a-7a	MTWTF--	:30	5	\$4,000.00	P1	0.00	NM	5	\$20,000.00
				WAVY 6AM News											
				NEWS 10 TODAY 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5			\$4,000.00		0.00				
E 6	WAVY	11/05/12	11/05/12	WAVY 6AM News CM		6a-7a	M-----	:30	1	\$4,000.00	P1	0.00	NM	1	\$4,000.00
				WAVY 6AM News											
				NEWS 10 TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$4,000.00		0.00				
E 7	WAVY	10/29/12	11/02/12	WAVY News 10 @ Noon CM		12p-1p	MTWTF--	:30	5	\$600.00	P1	0.00	NM	5	\$3,000.00
				News 10 @ Noon											
				NEWS 10 @12N 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5			\$600.00		0.00				
E 8	WAVY	11/05/12	11/05/12	WAVY News 10 @ Noon CM		12p-1p	M-----	:30	1	\$600.00	P1	0.00	NM	1	\$600.00
				News 10 @ Noon											
				NEWS 10 @12N											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$600.00		0.00				
E 9	WAVY	10/29/12	11/02/12	Days of Our Lives CM		1p-2p	MTWTF--	:30	5	\$800.00	P1	0.00	NM	5	\$4,000.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5			\$800.00		0.00				
E 10	WAVY	11/05/12	11/05/12	Days of Our Lives CM		1p-2p	M-----	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				Days of Our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$800.00		0.00				
E 11	WAVY	10/29/12	11/02/12	Today Show 2 CM		9a-10a	MTWTF--	:30	5	\$1,500.00	P1	0.00	NM	5	\$7,500.00
				Today Show 2											
				TODAY SHOW 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5			\$1,500.00		0.00				
E 12	WAVY	11/05/12	11/05/12	Today Show 2 CM		9a-10a	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
				Today Show 2											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----		1			\$1,500.00		0.00				
E 13	WAVY	10/29/12	11/02/12	WAVY News 10 @530p CM		530p-6p	MTWTF--	:30	5	\$2,500.00	P1	0.00	NM	5	\$12,500.00
				News 10 @530p											
				NEWS 10 @ 530P 1/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--		5			\$2,500.00		0.00				
E 14	WAVY	11/05/12	11/05/12		CM	530p-6p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @530p News 10 @530p															
NEWS 10 @ 530P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 15	WAVY	10/29/12	11/02/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	MTWTF--	:30	5	\$2,500.00	P1	0.00	NM	5	\$12,500.00
NEWS 10 @ 5PM 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,500.00		0.00			
E 16	WAVY	11/05/12	11/05/12	WAVY News 10 @5p News 10 @5p	CM	5p-530p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
NEWS 10 @ 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 17	WAVY	10/29/12	11/02/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	5	\$2,000.00	P1	0.00	NM	5	\$10,000.00
E.T.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,000.00		0.00			
E 18	WAVY	11/05/12	11/05/12	M-F 7-730p M-F 7-730p	CM	7-730p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
E.T.															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
E 19	WAVY	11/05/12	11/05/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	M-----	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$10,000.00		0.00			
E 20	WAVY	10/28/12	10/28/12	NFL Football NFL Football	CM	NFL Football	-----S	:30	1	\$18,000.00	P1	0.00	NM	1	\$18,000.00
NFL: N.ORLEANS @ DENVER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$18,000.00		0.00			
E 21	WAVY	11/04/12	11/04/12	NFL Football NFL Football	CM	NFL Football	-----S	:30	1	\$25,000.00	P1	0.00	NM	1	\$25,000.00
NFL : DALLAS @ ATLANTA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$25,000.00		0.00			
E 22	WAVY	10/29/12	11/02/12	LN M-F M-F News 10 @11	CM	11p-1130p	MTWTF--	:30	5	\$2,500.00	P1	0.00	NM	5	\$12,500.00
LT. NEWS 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$2,500.00		0.00			
E 23	WAVY	11/05/12	11/05/12	LN M-F M-F News 10 @11	CM	11p-1130p	M-----	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
LT. NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
E 24	WAVY	10/29/12	11/02/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	MTWTF--	:30	5	\$1,000.00	P1	0.00	NM	5	\$5,000.00
TONIGHT SHOW 1/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,000.00		0.00			
E 25	WAVY	11/05/12	11/05/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M-----	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,000.00		0.00			
E 26	WAVY	10/27/12	10/27/12		CM	7a-8a	-----S-	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 Sa 7a WAVY News 10 Sa 7a NEWS 10 SAT @ 7AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,500.00 0.00															
E 27	WAVY	10/27/12	11/03/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$1,000.00	P1	0.00	NM	2	\$2,000.00
NEWS 10 SAT @ 6AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,000.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,000.00 0.00															
E 28	WAVY	11/03/12	11/03/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
NEWS 10 SAT. @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 -----S- 1 \$1,500.00 0.00															
E 29	WAVY	10/27/12	11/03/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	1	\$1,500.00	P1	0.00	NM	2	\$3,000.00
SAT. NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,500.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,500.00 0.00															
E 30	WAVY	10/27/12	11/03/12	Today Show Sa Today Show Saturday	CM	8a-10a	-----S-	:30	1	\$1,800.00	P1	0.00	NM	2	\$3,600.00
SAT. TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,800.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,800.00 0.00															
E 31	WAVY	10/27/12	10/27/12	LN Sa WAVY News 10 @11 Sat	CM	11p-1130p	-----S-	:30	1	\$2,500.00	P1	0.00	NM	1	\$2,500.00
NEWS 10 @ 11PM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,500.00 0.00															
E 32	WAVY	10/28/12	10/28/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
NEWS 1- SUNDAY @ 6P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$1,500.00 0.00															
E 33	WAVY	10/28/12	11/04/12	Today Show Su Today Show Sunday	CM	8a-9a	-----S	:30	1	\$1,800.00	P1	0.00	NM	2	\$3,600.00
SUNDAY TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$1,800.00 0.00 Week: 10/29/12 11/04/12 -----S 1 \$1,800.00 0.00															
E 34	WAVY	10/28/12	11/04/12	WAVY News 10 Sunday WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$1,500.00	P1	0.00	NM	2	\$3,000.00
NEWS 10 SUNDAY @ 7AM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$1,500.00 0.00 Week: 10/29/12 11/04/12 -----S 1 \$1,500.00 0.00															
													Totals	83	\$209,600.00